

310 at block **936** and may be included in the image **902** on the display **900** at block **938**. After a certain amount of time, the keno game may be closed to additional players (where a number of players are playing a single keno game using multiple gambling units **54**).

[**0166**] If play of the keno game is to begin as determined at block **940**, at block **942** a game number within a range set by the casino may be randomly selected either by the controller **310** or a central computer operatively connected to the controller, such as one of the network computers **56**, **76**, **110**, **112**. At block **944**, the randomly selected game number may be displayed on the display unit **274** and the display units **274** of other gaming units **54** (if any) which are involved in the same keno game. At block **946**, the controller **310** (or the central computer noted above) may increment a count which keeps track of how many game numbers have been selected at block **942**.

[**0167**] At block **948**, the controller **310** (or one of the network computers **56**, **76**, **110**, **112**) may determine whether a maximum number of game numbers within the range have been randomly selected. If not, another game number may be randomly selected at block **942**. If the maximum number of game numbers has been selected, at block **950** the controller **310** (or a central computer **56**, **76**, **110**, **112**) may determine whether there are a sufficient number of matches between the game numbers selected by the player and the game numbers selected at block **942** to cause the player to win. The number of matches may depend on how many numbers the player selected and the particular keno rules being used.

[**0168**] If there are a sufficient number of matches, a payout may be determined at block **952** to compensate the player for winning the game. The payout may depend on the number of matches between the game numbers selected by the player and the game numbers randomly selected at block **942**. At block **954**, the player's cumulative value or number of credits may be updated by subtracting the bet made by the player and adding, if the keno game was won, the payout value determined at block **952**. The cumulative value or number of credits may also be displayed in the display area **920** (FIG. 17).

Video Bingo

[**0169**] Where the gaming unit **54** is designed to facilitate play of a video bingo game, the display unit **274** may comprise a video display unit. FIG. 20 is an exemplary display **1000** that may be shown on the display unit **274** during performance of the video bingo routine **488** shown schematically in FIG. 9. Referring to FIG. 20, the display **1000** may include one or more video images **1002** of a bingo card and images of the bingo numbers selected during the game. The bingo card images **1002** may have a grid pattern.

[**0170**] To allow the player to control the play of the bingo game, a plurality of player-selectable buttons may be displayed. The buttons may include a "Cash Out" button **1004**, a "See Pays" button **1006**, a "Bet One Credit" button **1008**, a "Bet Max Credits" button **11010**, a "Select Card" button **1012**, and a "Play" button **1014**. The display **1000** may also include an area **1016** in which the number of remaining credits or value is displayed. If the display unit **274** is provided with a touch-sensitive screen, the buttons may form part of the video display **1000**. Alternatively, one or

more of those buttons may be provided as part of a control panel that is provided separately from the display unit **274**.

[**0171**] FIG. 21 is a flowchart of the video bingo routine **488** shown schematically in FIG. 9. The bingo routine **488** may be utilized in connection with a single gaming unit **54** where a single player is playing a bingo game, or the bingo routine **488** may be utilized in connection with multiple gaming units **54** where multiple players are playing a single bingo game. In the latter case, one or more of the acts described below may be performed either by the controller **310** in each gaming unit **54** or by one of the network computers **56**, **76**, **110**, **112** to which multiple gaming units **54** are operatively connected.

[**0172**] Referring to FIG. 21, at block **1020**, the routine may determine whether the player has requested payout information, such as by activating the "See Pays" button **1006**, in which case at block **1022** the routine may cause one or more pay tables to be displayed on the display unit **274**. At block **1024**, the routine may determine whether the player has made a bet, such as by having pressed the "Bet One Credit" button **1008** or the "Bet Max Credits" button **1010**, in which case at block **1026** bet data corresponding to the bet made by the player may be stored in the memory of the controller **310**.

[**0173**] After the player has made a wager, at block **1028** the player may select a bingo card, which may be generated randomly. The player may select more than one bingo card, and there may be a maximum number of bingo cards that a player may select. The card or cards may be added to the display **1000** at block **1030**. After play is to commence as determined at block **1032**, at block **1034** a bingo number may be randomly generated by the controller **310** or a central computer such as one of the network computers **56**, **76**, **110**, **112**. At block **1036**, the bingo number may be displayed on the display unit **274** and the display units **274** of any other gaming units **54** involved in the bingo game.

[**0174**] At block **1038**, the controller **310** (or a central computer) may determine whether any player has won the bingo game. If no player has won, another bingo number may be randomly selected at block **1034**. If any player has bingo as determined at block **1038**, the routine may determine at block **1040** whether the player playing that gaming unit **54** was the winner. If so, at block **1042** a payout for the player may be determined. The payout may depend on the number of random numbers that were drawn before there was a winner, the total number of winners (if there was more than one player), and the amount of money that was wagered on the game. At block **1044**, the player's cumulative value or number of credits may be updated by subtracting the bet made by the player and adding, if the bingo game was won, the payout value determined at block **1042**. The cumulative value or number of credits may also be displayed in the display area **1016** (FIG. 20).

Example of Operation of System

[**0175**] The following are examples of the operation of the brand association aspect of the system **50** according to an embodiment of the system **50**. The examples are for illustration purposes only, and are not meant to limit the scope of the claims thereby, or to emphasize one embodiment discussed over another.